

Date Mailed June 8, 2001

BEFORE THE
PUBLIC SERVICE COMMISSION OF WISCONSIN

Notification by Bloomer Telephone Company
That It Intends to Increase Telephone Rates

590-TR-100

**NOTICE OF PROCEEDING AND INVESTIGATION
AND ASSESSMENT OF COSTS**

THIS IS A PROCEEDING opened in response to the notification received on May 17, 2001, from Bloomer Telephone Company (Bloomer, or applicant), that it intends to increase rates for local exchange telephone service at its Bloomer exchange in Chippewa County.

The proposed rate for residential, one-party service would increase by \$2 to \$6.15. Business one-party service would increase by \$1.70 to \$7.45. Increases of approximately 30 percent are proposed for custom calling and advanced custom calling services and other miscellaneous services. Increases are proposed for nonrecurring service charges to bring them to levels common in the industry; in many cases the proposed percentage increases are very large because current rates are relatively low. Rates for directory assistance and non-published numbers would also increase under this proposal.

Bloomer intends to mail notice of this proposal to its customers on June 1, 2001. Under Wis. Stat. § 196.215(3)(a), the proposed rates will become effective August 1, 2001, as specified in the notice. Customers have the opportunity to petition the Commission for an investigation of the utility's rate increase.

NOTICE IS GIVEN that the Commission will investigate this matter under Wis. Stat. § 196.215(3)(a). If, within 60 days of the mailing of the utility's notice to customers, the Commission receives a petition from at least 343 customers requesting that the Commission determine rates, further investigation will be necessary. The utility's proposed increases may still go into effect; however, the rates will then be subject to refund.

The Commission considers it necessary, in order to carry out its duties, to investigate all books, accounts, practices, and activities of the applicant. The expenses incurred or to be incurred by the Commission which are reasonably attributable to such an investigation will be assessed against and collected from the applicant in accordance with the provisions of Wis. Stat. § 196.85 and Wis. Admin. Code ch. PSC 5.

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The Commission does not discriminate on the basis of disability in the provision of programs, services, or employment. Any person with a disability who needs accommodations to participate in this proceeding or who needs to get this document in a different format should contact the docket coordinator listed below.

Questions regarding this matter may be directed to docket coordinator Tom Gross at (608) 267-2337 or (800) 225-7729.

Dated at Madison, Wisconsin, _____

By the Commission:

Lynda L. Dorr
Secretary to the Commission

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